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The Effects of Service Quality Satisfaction of the Outpatients in Graha Specialists of Provincial General Hospital Dr. Mohammad Hoesin Palembang

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Abstract

This research has a purpose to identify the effect of service quality with the indicators of: tangible, reliability, assurance, responsiveness, and empathy toward the satisfaction of the outpatients in Graha Spesialist of Provincial General Hospital DR. Mohammad Hoesin Palembang. This research applies a technique of Non-Probability Sampling. The numbers of sample are 100 respondents from the outpatients in Graha Spesialist of Provincial General Hospital DR. Mohammad Hoesin Palembang by an approach called accidental sampling. The data collecting was taken by a closed questionnaire method by using likert scale. Based on the findings of the research, it is known that there are several effects of service quality toward the patients' satisfaction with regression equality as follow: Y = 0,152 X1 + 0,089 X2 + 0,337 X3 - 0,052 X4 + 0,328 X5. According to the statistical analysis data, the indicators of this research are valid and its variable is also reliable. The individual sequence of every most influential variable is assurances and empathy variable to coefficient of regression are 0,337 and 0,328; tangible to coefficient of regression is 0,152; reliability to coefficient of regression is 0,089; responsiveness to coefficient of regression is -0,052 and the lowest effect of the variable is responsiveness to coefficient of regression with -0,052. Therefore, Graha Spesialis of Provincial General Hospital DR. Mohammad Hoesin Palembang needs to preserve certain elements which have been considered good by the patients and to improve some things which are not good enough yet.

Keywords: service quality; tangible; reliability; assurance; responsiveness; empathy; patients' satisfaction.

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1. Introduction

In everyday life, people are preoccupied with various activities in different areas of life, such as social, economic, cultural, and others. In the economic field, we find a wide range of activities effecting many elements of the people's lives, such as business, finance, production, and so forth. But in fact, the most widely and frequently activity that we find is a business activity, whether small business, medium business, or large enough.

The customers find many companies offering services in each category and the customers have diverse needs in combination with the price of services. The expectations and desires of the customer and the service quality is getting higher and continued to rise. Among of so many options, the customers tend to choose the offer that best suits their needs and expectations. The customers choose based on the views of their value [1, 2].

The patient faced today is different from the patient in the past. Now, the patient is getting educated and tends to be varied to meet the health needs so their satisfaction and aware of their rights are fulfilled. If the services are provided in accordance with the desired, then the patient will be satisfied. If the opposite happens, it will cause a loss of interest of the patient for the treatment and this will cause the patient to have a negative image to the company that will result in decreasing the number of the patients. Eventually, it will lead to a reduction in profits. Moreover, the number of hospitals in palembang cause the Provincial General Hospital of DR. Mohammad Hoesin Palembang should have the right marketing strategy.

In a global environment increasingly fierce with the entry of innovative services in the market on the one hand and saturated market conditions for monotonous services on the other hand, managing the loyalty of the patient becomes a major challenge. In a similar healthcare industry competition, Provincial General Hospital DR. Mohammad Hoesin Palembang is often faced with the competition services among the competitors. The increasingly fierce competition in the world of health care almost happened to the entire healthcare industry so that the companies in this industry are competing in order the services offered can be accepted by the patient. The patients today are increasingly demanding of the services offered.

Services in the health sector would continue to be required by the community and will always progress toward the better. The more advanced the renewal in the field of technology, the services in the health sector also experienced progress, in the field of the modern facilities and infrastructure as well as being more accurate in the field of services. In creating a good quality of service, it is necessary to note 5 dimensions of services. Among others are tangibles, reliability, assurance, responsiveness, and empathy. The consumers' satisfaction is increasingly important marketing orientation to be implemented. It is intended that the consumers are willing to build trust for the use of such services. Thus, the customers' satisfaction is the main foundation to grow and thrive in the era of increasingly harsh competition [3,4, 5].

The companies that want to grow and gain the competitive advantage must be able to provide a qualified and good service to the customers of the competitors. One of the services becoming the community needs is in the field of health. Graha Specialist in Provincial General Hospital DR. Mohammad Hoesin Palembang is a company engaged in the field of health. The development of Graha Specialist of Provincial General Hospital

DR. Mohammad Hoesin Palembang is also marked by the growing number of the patients treated, considering that it is important to the public health. Below is a table of the number of the outpatient visits in Graha Specialist in Provincial General Hospital DR. Mohammad Hoesin Palembang from 2008 to 2011:

Table 1: The Number of the Outpatient Visits in Graha Specialist in Provincial General Hospital DR. Mohammad Hoesin Palembang

Specification	**Year**			
	2008	2009	2010	2011
Old Patients	**39.207**	**42.098**	**48.416**	**55.004**
New Patients	20.146	16.567	14.126	7.238
Total	59.353	58.665	62.542	62.242

Source: Medical Records of Provincial General Hospital DR. Mohammad Hoesin Palembang

The table above describes the number of the outpatient visits in Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang. Old patient is a patient who has several times come to visit for treatment while the new patient is a patient who only once came to visit for treatment. It can be seen from the table above about an increasing number of the patients who visited from 2008 to 2011. Based on the data above, it can be assumed that the number of the patients over the years are quite a lot and there is an increase. These patients require quality health care services.

2. Research Methods

2.1 Research Instruments

The instruments in this study use questionnaires to collect primary data source directly from the outpatient in Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang. To ensure that the data provided is accurate and the data source is from the proper respondent, then the screening questions at the beginning of this questionnaire were used in the questionnaire [6, 7, 8]. The screening questions were adopted with the criteria of the respondents.

The data collected in this questionnaire are as follows:

1. The identification of the respondents, including the background of respondents (gender, age, level of frequency of treatment, employment, average expenditure, where knowing Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang, and who suggested to do treatment there)
2. Data on the respondents' idea on the variables that affect the service quality of the outpatients' satisfaction, and how much the influence of service quality variable to the outpatients' satisfaction in Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang.

The questionnaire used is a closed questionnaire. That is a questionnaire that has the provided answer so that the respondents can just choose the answer that has been provided 9, 10] . The indicators above were measured by the Likert rating scale that have five levels of preference answers and each score has score from 1 to 5 with details as follows:

1. Strongly Agree (SA) = 5
2. Agree (A) = 4
3. Less Agree (LA) = 3
4. Disagree (DA) = 2
5. Strongly Disagree (SDA) = 1

After the data questionnaire has been filled completely, then the validity and reliability were tested. This was necessary because the primary data source was a questionnaire that was very susceptible to the errors or inaccuracies.

1. Validity Test

"The validity of the data is a measure that indicates the level of validity of an instrument. Valid instruments have high validity. The instrument is said to be valid if it is able to measure what it wants and is able to reveal the data of the variables studied properly. High and low validity of the instrument indicates the extend of the data collected is not deviated from the description of the validity meant" [11]. The technique used to test the validity is the technique of Pearson Product Moment Correlation with the formula:

$$r_{xy} = \frac{n\left(\sum xy\right) - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left\{n\sum x^2 - \left(\sum x^2\right)\right\}\left\{n\sum y^2 - \left(\sum y^2\right)\right\}}}$$

Where:

r xy = Pearson Product Moment Correlation Items with a value attitude

x = Total value of the whole subject per item

y = Total value of the attitudes per subject

n = The number of subjects

The correlation value (r) is compared with 0,3. If the correlation (r) is greater than 0,3, then the question made is categorized as valid.

2. Reliability Test

The reliability indicates the extent to which an instrument can provide consistent measurement results when the measurement was repeated two times or more. According Suharsimi, reliability test can be done by using Cronbach Alpha, ie by the formula:

$$r_{11} = \left\{\frac{k}{(k-1)}\right\}\left\{1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right\}$$

Where :

r11 = Reliability instruments

k = The number of the questions

$\sum \sigma_b^2$ = Total variance grain

σ_t^2 = Total variance

The criteria for the reliability test of the instrument uses the limit of 0,6. If the Cronbach Alpha is greater than 0,6, then the question is stated reliable.

This research is a study that examines the influence of causality between the independent variable and the dependent variable. Then, how the power of influence of each independent variables on the dependent variable will be sought out. Therefore, the data analysis techniques used in this study are:

a. Multiple Regression Analysis

According to [10, to test the effects of several independent variables with the dependent variable is:

Y = a + b1x1 + b2x2 + b3x3 + b4x4 + b5x5 + e

Where :

Y = Customer Satisfaction

a = Constant

b_1 ….. b_5= Regression coefficient X_1 ….. X_5

X_1 = Tangible

X_2 = Reliability

X_3 = Assurance

X_4 = Responsiveness

X_5 = Empathy

e = Standard error

2.2 Hypothesis Testing

1. Simultaneous Significance Test (F Test)

In this study, the F test is used to determine the level siginifikansi influence of independent variables jointly (simultaneously) on the dependent variable [11]

F test is used to measure the independent variable jointly and how it affects the dependent variable. If the F-count > F-table, the significance value is smaller than the critical value (0,05), it means that the joint effect of the independent variable on the dependent variable as a whole is significant. Conversely, if the F-count < F-table, the joint effect of the independent variable on the dependent variable overall is insignificant.

2. Effect of Partial Significance Test (T test)

The t-test is a test to determine the significance of the influence of the independent variable on the dependent variable partially (individually) and to assume the dependent else as constant. The significance of these effects can be estimated by comparing the value of t table with t value. If the value of t count is greater than t table, then partially independent variables (individually) affect the dependent variable. Conversely, if the value of t count is smaller than t table, then the independent variable individually/partially does not affect the dependent variable.

3. Results and Discussion

3.1 Validity Test

Testing the validity uses the formula of Pearson Product Moment done by calculating the correlation between each score item of the questions with the total score of the variables. If the item score is positively correlated with the total score and the item score, and it is higher than the correlation between items, it shows the validity of the instrument. For this study, the df value can be calculated as follows: df = n-k or 100-6 = 94 with a significance level of 0,05. Then, r table was obtained at 0,1689 (one tail). If r count > r table, then it is said to be invalid. The indicators in this study are valid. The validity of the test results can be seen in the following table:

Variable	r count	r tabel (one tail)	Valid/Invalid
Tangibles			
BF1	0.559	0,1689	Valid
BF2	0.645	0,1689	Valid
BF3	0.797	0,1689	Valid
BF4	0.719	0,1689	Valid
BF5	0.750	0,1689	Valid
BF6	0.692	0,1689	Valid
Reliability			
KH1	0.718	0,1689	Valid
KH2	0.726	0,1689	Valid
KH3	0.635	0,1689	Valid
KH4	0.601	0,1689	Valid
KH5	0.565	0,1689	Valid
Assurance			
JM1	0.658	0,1689	Valid
JM2	0.708	0,1689	Valid
JM3	0.649	0,1689	Valid
JM4	0.654	0,1689	Valid
Responsiveness			
DT1	0.793	0,1689	Valid
DT2	0.811	0,1689	Valid
DT3	0.705	0,1689	Valid
Empathy			
P1	0.541	0,1689	Valid
P2	0.707	0,1689	Valid
P3	0.653	0,1689	Valid
The Patients' Satisfaction			
KP1	0.694	0,1689	Valid
KP2	0.660	0,1689	Valid
KP3	0.667	0,1689	Valid
KP4	0.660	0,1689	Valid

3.2 Reliable Test

Reliability test is used to measure the consistency of the constructs/variables of the study. A variable is said to be reliable if the respondent's answer to that question is consistent or stable over time. A variable level of reliability of the study can be seen from the statistical Cronbach Alpha (α). A variable is said to be reliable if the value of Cronbach alpha > 0,60 [11] . By results of the reliability by SPSS calculation can be seen in the

following table:

Table 3: The reliability by SPSS calculation

Variabel	Nilai Cronbach's Alpha	Note
Tangibles	0,882	Reliabel
Reliability	0,832	Reliabel
Assurance	0,834	Reliabel
Responsiveness	0,876	Reliabel
Empathy	0,786	Reliabel
The Patients' Satisfaction	0,837	Reliabel

Source: Primary data processed in 2012

3.3 F Test

From the F test results in this study, the F count value was obtained at 23.812 with the number of significance (P value) of 0,000. In this study, the value of F count is greater than F table with a significance level of 95% (α=0,05). The significant figure (P value) is 0,000 < 0,05 (alpha). On the basis of this comparison, then H_0 is rejected and H_a is accepted. It means that the variable of tangibles, reliability, assurance, responsiveness, and empathy have significant influence on the variable of the patients' satisfaction.

3.4 T Test

From the t test in this study, the value of t count was obtained at 0,004 owned by the assurance and empathy variable. Both the value of the variable has a significance value < 0,05. That means that H_a is accepted, which means that there is an influence between the independent variables (assurance and empathy) on the dependent variable (patients' satisfaction). If the value of t count is greater than t table, then the individual independent variables affect the dependent variable. Conversely, if the value of t count is smaller than t table, then the independent variables individually do not affect the dependent variable. While on the other variables, there is no influence of the independent variables on the dependent variable.

3.5 Multiple Linear Regression Analysis

From the results of the regression using SPSS, then a regression equation is obtained as follows:

$$Y = 0,152\ X1 + 0,089\ X2 + 0,337\ X3 - 0,052\ X4 + 0,328\ X5$$

The equation above can be explained as follows:

1. The value of 0,152 in tangibles variable (X1) is valued positively so it can be said that the higher the tangibles given by Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang, the higher the patients' satisfaction.
2. The value of 0,089 in reliability variable (X2) is valued positively so it can be said that the higher the tangibles given by Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang, the higher the patients' satisfaction.
3. The value of 0,337 in assurances variable (X3) is valued positively so it can be said that the higher the tangibles given by Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang, the higher the patients' satisfaction.
4. The value of -0,052 in responsiveness variable (X4) is valued positively so it can be said that the higher the tangibles given by Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang, the higher the patients' satisfaction.
5. The value 0,328 in empathy variable (X5) is valued positively so it can be said that the higher the tangibles given by Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang, the higher the patients' satisfaction.

4. Conclusions and Recommendations

4.1 Conclusions

Several conclusions can be expressed based on the problem statements under the study. The data analysis and discussion that have been described in the previous chapters are as follows:

1. From the F test (jointly or simultaneously), the quality of services including tangibles, reliability, assurances, responsiveness, and empathy statistically affect significantly on the satisfaction of the outpatients in Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang.
2. The dimensions of quality of service include tangibles, reliability, assurances, responsiveness, and empathy. The indicators of assurance and empathy have the highest coefficient value among the four other independent variables. Apparently, the dimensions of assurances and empathy partially (individually) have significant impact on the patients' satisfaction for 0,004. So, if the number probability of the significance < 0,05, it means that there is a significant influence partially to the satisfaction of the outpatients in Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang.

4.2 Recommendations

Based on the findings of the research and the conclusions that have been raised, then some suggestions are proposed:

1. Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang is expected to increase the five dimensions of the hospitals' service quality so the patients will feel satisfaction and loyalty toward the Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang.
2. Graha Specialist of Provincial General Hospital DR. Mohammad Hoesin Palembang should conduct the

regular evaluation to the quality of hospital services which include tangibles, relability, assurances, responsiveness, and empathy. The evaluation is done to improve the patients' satisfaction and competitive advantage.

3. Assurance and empathy variable have significant impact on the patients' satisfaction. Therefore, the proper dimensions of the service quality is maintained and enhanced.
4. The findings of the research are stated that the tangibles, reliability, and responsiveness do not have a significant effect. Therefore, appropriate dimensions of service quality needs to be improved.
5. The responsiveness indicator gives a very low impact on the patients' satisfaction. Therefore, the responsiveness variable should need to be improved.

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